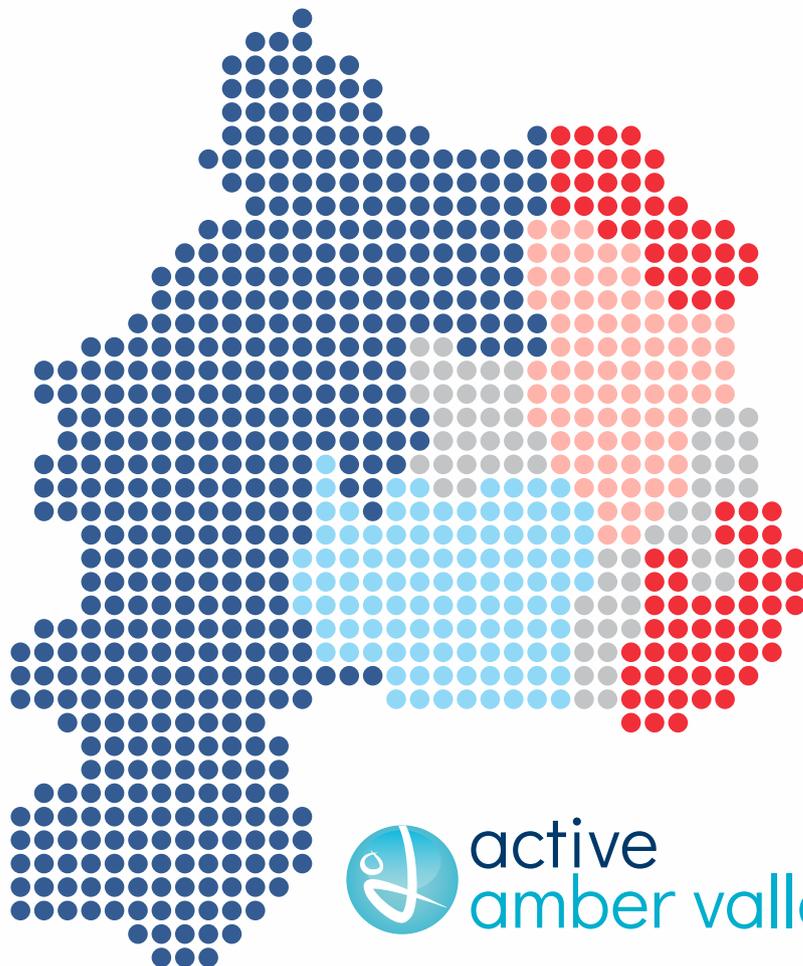


Towards an Active Amber Valley

2019 – 2022



active  
amber valley

# Vision and context

Towards an Active Amber Valley is about collective ownership and collaborative partnerships to embed physical activity and help 'active lives become the norm for people who live, work and study in communities across the borough'.

## Why do we need Towards an Active Amber Valley?

Towards an Active Amber Valley provides the strategic framework for anybody who can contribute to the vision, including **key partners, community groups and organisations, sports clubs and volunteers**. With a focus on **people and places where physical activity inequalities** exist, our strategic priorities will help to develop collaborative partnerships and inform planning, delivery and investment to ensure the **greatest impact is made on health and wellbeing**.

A shared ambition to 'turn the tide of physical activity' is gathering pace across the country to confront the inactive epidemic we face as physical activity is designed out of modern everyday lives. This epidemic is having a demonstrable impact on mental and physical wellbeing and the financial and personal implications are evident in many international, national and localised reports.

This framework has considered the priorities and approach outlined in the following plans and strategies:



These strategies identify the scale of physical inactivity, the multiple benefits of an active life and outline the challenge to work differently to bring about a change in physical activity<sup>6</sup> behaviour.

## What do we mean by active and inactive people?



**ACTIVE** refers to people aged 16+ who do at least **150 minutes** of physical activity per week in bouts of 10 minutes of at least moderate intensity.



**FAIRLY ACTIVE** refers to people aged 16+ who do **30 to 149 minutes** of physical activity per week in bouts of 10 minutes of at least moderate intensity.



**INACTIVE** refers to people doing **less than 30 minutes** of physical activity per week in bouts of 10 minutes of at least moderate intensity.

(Active, fairly active and inactive classifications for children and young people differ as the minimum recommended levels of physical activity are higher)<sup>7</sup>

<sup>1</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/486622/Sporting\\_Future\\_ACCESSIBLE.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf)

<sup>2</sup> [www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf](http://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf)

<sup>3</sup> [www.activeDerbyshire.org.uk/uploads/towards-an-active-derbyshire-strategy.pdf](http://www.activeDerbyshire.org.uk/uploads/towards-an-active-derbyshire-strategy.pdf)

<sup>4</sup> [www.derbyshire.gov.uk/site-elements/documents/pdf/social-health/health-and-wellbeing/derbyshire-health-and-wellbeing-strategy-2018-to-2023.pdf](http://www.derbyshire.gov.uk/site-elements/documents/pdf/social-health/health-and-wellbeing/derbyshire-health-and-wellbeing-strategy-2018-to-2023.pdf)

<sup>5</sup> [www.activeDerbyshire.org.uk/uploads/amber-valley-locality-action-plan-2018-19.pdf](http://www.activeDerbyshire.org.uk/uploads/amber-valley-locality-action-plan-2018-19.pdf)

<sup>6</sup> The term physical activity includes all forms of activity, such as everyday walking or cycling to get from A to B, active play, work-related activity, active recreation (such as working out in a gym), dancing, gardening or playing active games, as well as organised and competitive sport.

<sup>7</sup> [www.gov.uk/government/publications/uk-physical-activity-guidelines](http://www.gov.uk/government/publications/uk-physical-activity-guidelines)

## Being physically active

Being physically active is crucial for people to maintain good health and wellbeing and the Chief Medical Officer recommends that<sup>8</sup>:

**Early years (u5s)** who are not yet walking should be encouraged to be physically active **from birth**

**Early years (u5s)** who are capable of walking should be physically active daily for at least **180 minutes** spread throughout the day

**Children and young people (5-18 years)** should engage in moderate to vigorous intensity physical activity for at least **60 minutes** and up to several hours every day

**Adults (19-64 years)** should aim to be active daily. Over a week, activity should add up to at least **150 minutes** of moderate intensity activity in bouts of 10 minutes or more. Comparable benefits can be achieved from **75 minutes** of vigorous intensity activity across the week

**Older adults (65+ years)** who participate in any physical activity gain some health benefits. Older adults should aim to be active daily. Over a week, activity should add up to at least **150 minutes** of moderate intensity activity in bouts of 10 minutes or more

**Disabled adults** should aim to make physical activity a daily habit and include strength and balance activities on at least two days per week. For substantial health gains activity should add up to at least **150 minutes** each week of moderate intensity activity

Physical activity refers to all forms of bodily movement which raise the heart rate and help to improve mental and physical wellbeing. All aspects of physical activity need to be considered so that it is re-engineered back into people's lives.

### Active Living

Housework, gardening, active play, participation occupational activity

### Active Travel

Walking, cycling, jogging

### Active Recreation

Exercise, dance, walking, cycling, active play, swimming

### Active Sport

Organised sport, structured competitive activity, unstructured sport

### Active Design

Designing and adapting where we live to encourage activity in our daily lives

<sup>8</sup> [www.gov.uk/government/publications/uk-physical-activity-guidelines](http://www.gov.uk/government/publications/uk-physical-activity-guidelines)

## About Amber Valley

Amber Valley is mainly rural but contains the four market towns of **Alfreton, Heanor, Ripley and Belper.**

It also has the highest number of households of any Derbyshire district.

## > Demographics



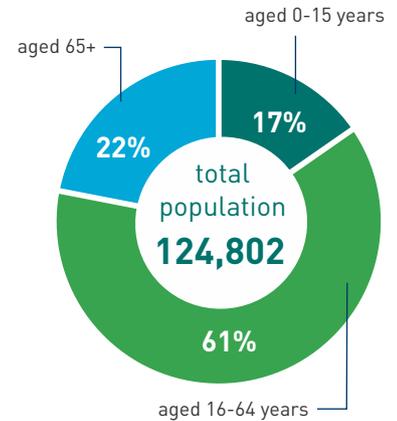
of households have dependent children



are lone parent households



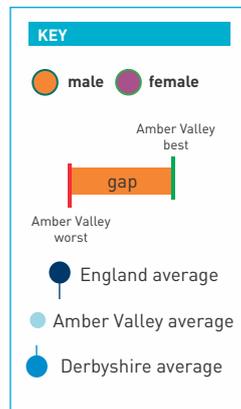
are lone pensioner households



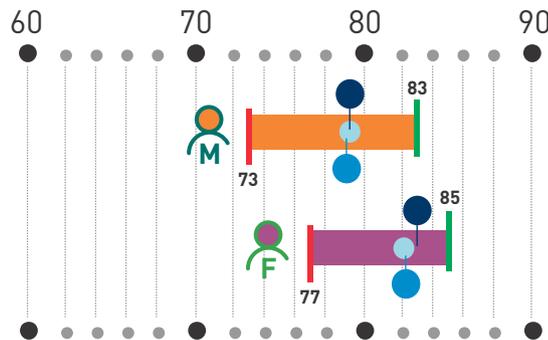
**8 of 78** Lower Super Output Areas<sup>9</sup> <sup>10</sup> in Amber Valley are in the top 20% of **most deprived areas** in England, which are in Alfreton and Somercotes, Heanor and Ripley.

## > Health Inequality

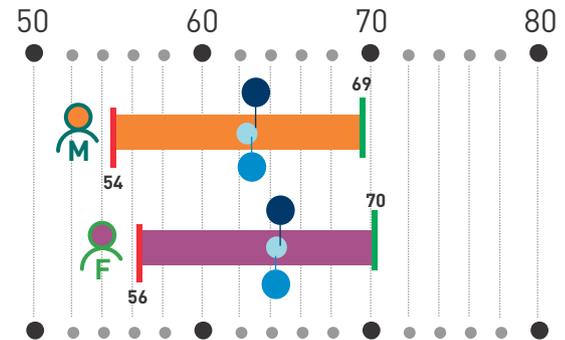
In Amber Valley, the gap in life expectancy between the least and most deprived areas is **10.1 years for males** and **8.1 years for females**; for healthy life expectancy it is **15.0 years** and **14.6 years** respectively.



### LIFE EXPECTANCY<sup>11 12</sup> (Years)



### HEALTHY LIFE EXPECTANCY<sup>13 14</sup> (Years)



<sup>9</sup> Lower Layer Super Output Areas (LSOA) are generally made up of four to six Output Areas, with at least 1000 residents and 400 households, with an overall mean population of 1,500 (2011 Census).

<sup>10</sup> <https://observatory.derbyshire.gov.uk/deprivation/>

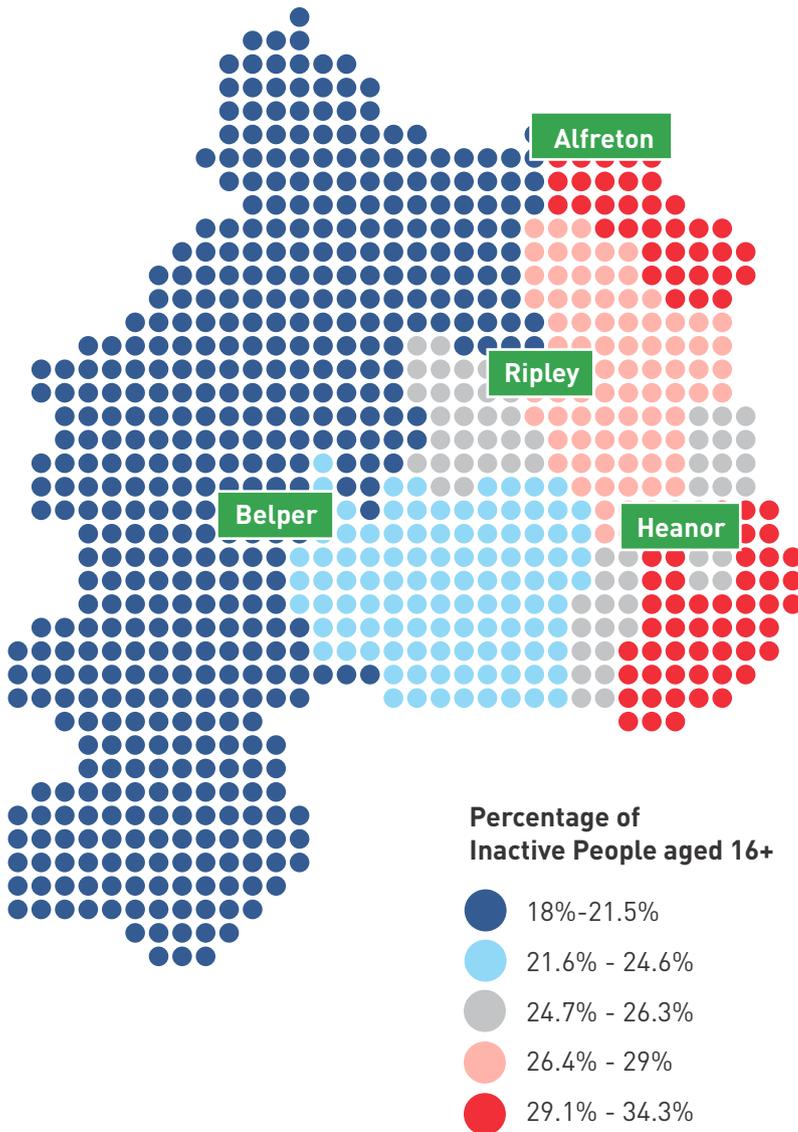
<sup>11</sup> Life expectancy is a measure of the average years a person would live from birth, if he or she experienced the particular area's age-specific mortality rates for that time period throughout his or her life.

<sup>12</sup> <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/7/gjd/1000049/pat/6/par/E12000004/ati/101/are/E07000032/iid/90362/age/1/sex/2>

<sup>13</sup> Healthy life expectancy is an estimate of the number of years lived in "Very good" or "Good" general health, based on how individuals perceive their general health.

<sup>14</sup> Office for National Statistics, Healthy Life Expectancy at birth by Middle Layer Super Output Area in England, 2009 to 2013

## > Physical Activity Inequality<sup>15</sup>



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**51%** of people from a lower social grade **do not** meet the UK physical activity guidelines compared to **31.5%** from the highest social grades.
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People with a long-term limiting illness or disability are almost **twice as likely** to be **inactive**.
- 

**29%** of the Amber Valley population aged 16+ are **inactive**, equivalent to **30,082** people.
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The **inactive population** ranges from **18%** in the least deprived areas to **34.3%** in the most deprived.

<sup>15</sup> Active Lives Year 2 (November 2016-17). Inactive estimate by Middle Layer Super Output Area. Physical activity levels do not include gardening.

## Our strategic priorities...

To embed physical activity and help active lives become the norm for people who live, work and study in communities across the borough, our focus is:

1. Support inactive people to become more active across Amber Valley
2. Help keep people engaged in physical activity and sport by building on our existing leisure, club, voluntary and private sector
3. Address the inequalities that exist in physical activity and sport engagement with a focus on:

People with a long-term limiting illness or disability<sup>16</sup>

People from lower socio-economic groups

4. Develop place-based approaches in areas where our insight shows physical inactivity is highest.

These areas include:

**Aldercar**

**Alfreton**

**Heanor**

**Ironville**

**Langley Mill**

**Riddings**

**Somercotes**



<sup>16</sup> Sport England define limiting illness or disability as a person reporting they have a physical or mental health condition or illness that has lasted or is expected to last 12 months or more and has a substantial effect on their ability to do normal daily activities. A person can have a long-standing disability or illness without it being limiting.

## Our seven guiding principles...

To make the biggest difference to physical activity levels in Amber Valley we will:

- 1 Be **INSIGHT LED** and **EVIDENCE BASED**
- 2 Reduce **INEQUALITIES** that exist for the least active
- 3 Ensure **PEOPLE** are at the heart of our work
- 4 Build on **STRENGTHS** within communities
- 5 Encourage cross sector **COLLABORATION**
- 6 Adopt a **WHOLE SYSTEM APPROACH** to address policy, environmental, social and individual factors
- 7 Work collaboratively to **OPTIMISE INVESTMENT** and demonstrate **IMPACT** and **LEARNING**

These guiding principles will help us to...

### Reach the right people

Through greater understanding of our people and communities we will improve opportunities for the least active residents to lead an active lifestyle.

### Support the right workforce

Providing the right support to the right workforce, including enablers, volunteers, professional workforce and the wider system.

### Broaden our partnerships

By broadening our network, we will help partners understand and maximise the value of physical activity and sport.

### Improve places and spaces

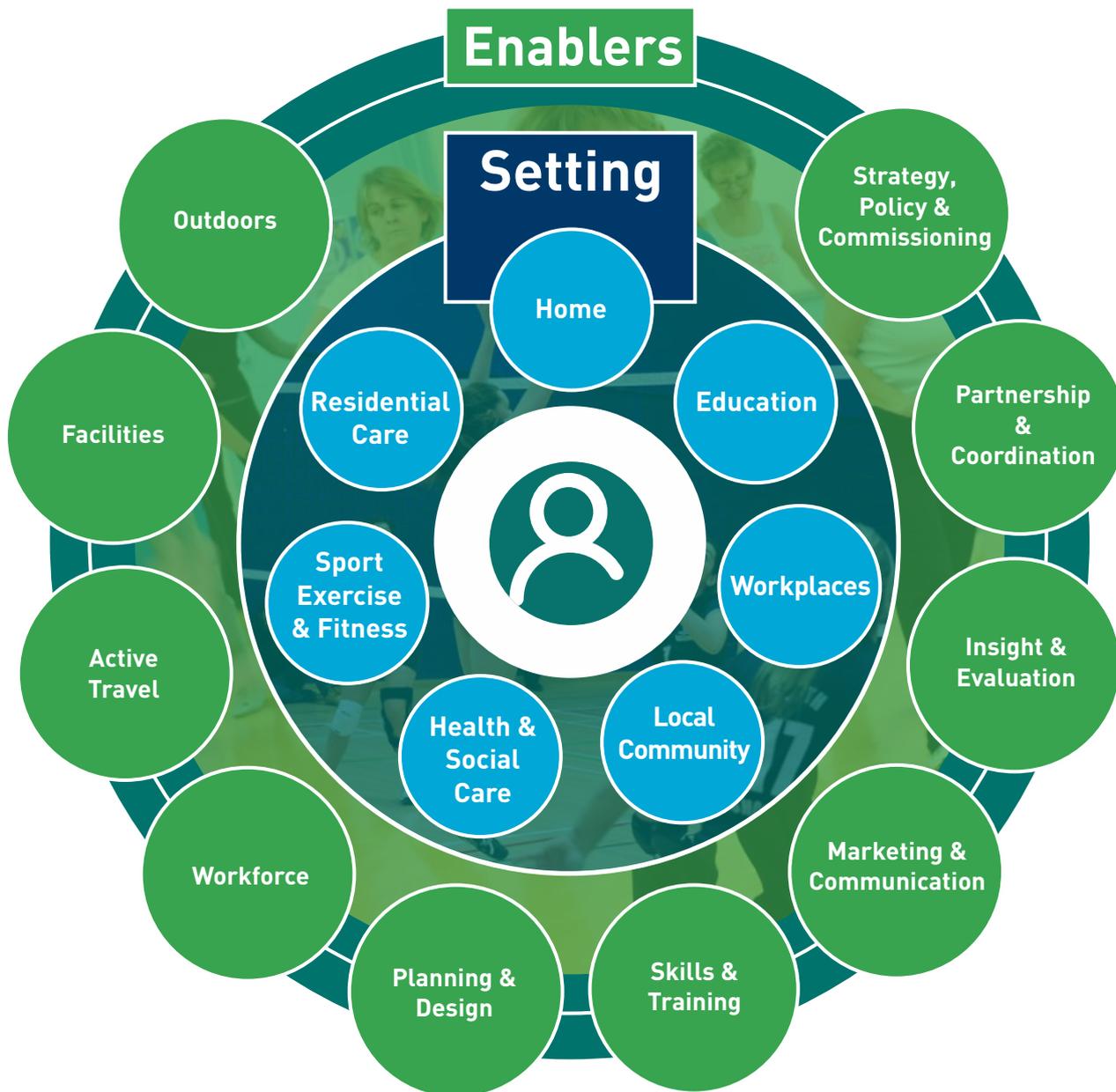
We will work with partners who are responsible for places and spaces to best support and promote active lifestyles.

## Leading to

Active lives being the norm for people who live, work and study in communities across the borough.

## Our approach...

Towards an Active Amber Valley recognises the importance of person-centred approaches and the key settings and enablers identified here:



## Impact and evaluation

The question of success depends what you place value on.

We need to measure what matters otherwise there is a danger that we may meet the target but miss the point.

Not everything that counts can be counted and not everything that can be counted counts.

To reflect this ethos, the Active Amber Valley network will adopt multiple ways to reflect on and evaluate learning and impact throughout implementation of **Towards an Active Amber Valley**.

### A focus for impact and evaluation will be on:

-  An understanding of physical inactivity behaviour and a reduction in the number of inactive people over time.
-  Identifiable good practice in engaging people to become more active and an increase in the number of active people.
-  The relationship between active lives and secondary outcomes relating to health, social cohesion and social return on investment.

## Governance and accountability

Towards an Active Amber Valley has been informed by national and countywide strategies and developed by a collective of local partners who form the Active Amber Valley network, which is a sub group to the Amber Valley Health Partnership.

The diagram below shows where the Active Amber Valley network fits and accountability for Towards an Active Amber Valley.



## A call to action

We need everyone to get behind the vision and approach if we are to have any real impact.

As a call to action please consider how you can make a difference to the lives of people in Amber Valley through increasing physical activity levels in your place, community or environment.

We need you to embrace the challenge and welcome your contribution and ideas to make a difference.





The Active Amber Valley network includes:

